

Tourism

- Wildlife and scenery are key offerings of Namibian tourism.
- Tourism is seasonal.
- Community lodges offer opportunities for development.

Namibia is well known as an international destination for tourism, based on its attractions and its safety for visitors. The key offerings of the sector are wildlife and scenery, however there is also a component of cultural tourism.

Tourism is mainly seasonal, with the largest number of visitors arriving during the northern hemisphere summer season. Large numbers of tourists arrive during the Southern African school holidays. Market development is taking place to reduce seasonality.

Tourism is dominated by a circular route, beginning in Windhoek, heading to Etosha National Park, then travelling via Twyfelfontein to Swakopmund. From there it travels to the Namib Desert and Sossusvlei, after which it returns to Windhoek. The route may also be operated in reverse.

Extensions to the circular route include northern Namibia, to Zimbabwe and the Okavango Delta, and to southern Namibia and the Kalahari Desert.

Following improvement of roads, Namibia has experienced a surge in self-drive tourism, as no specialised driving skills are required to reach major attractions. Some bus tourism still takes place. Additional options include fly-ins and guided 'soft adventure' tourism.

Ongoing accommodation development is a feature of the industry, to address excess demand during peak seasons.

Conservancy based tourism is a growing sub-sector of the industry, in terms of which communities on conservancies establish and operate lodges and activities in partnership with private sector enterprises. Revenues from these operations are used to fund community development, and community lodges are also valued for employment creation.